
San Francisco.
It All Starts Here.
Hilton San Francisco Union Square
Parc 55 San Francisco - A Hilton Hotel
Two hotels. One legendary address. The largest event complex on the West Coast.
Hilton



The world comes to San Francisco.

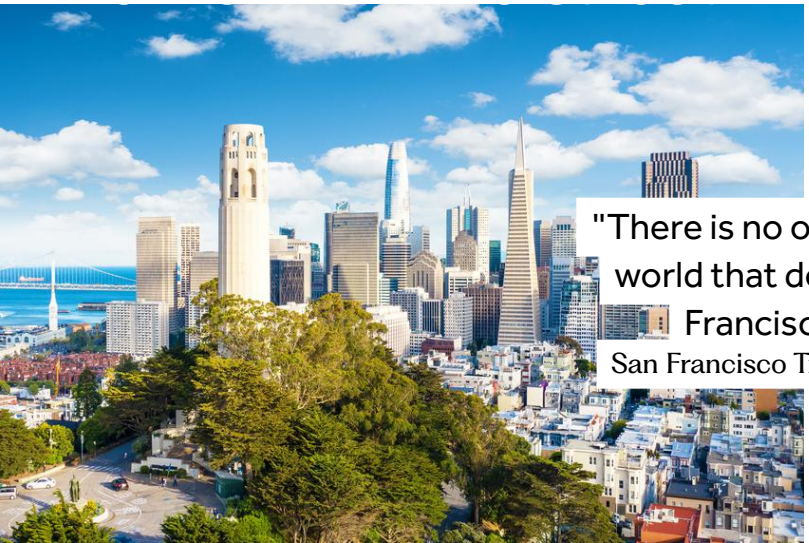
San Francisco is ready.

The Energy Is Real.
The Moment Is Now.

49 square miles. Infinite ambition. San Francisco is where ideas become industries, where cultures collide and create, and where the energy of innovation never sleeps. It is the city that has always attracted the world's most forward-thinking people — and the city that consistently rewards them.

World-class museums. A dining scene with more Michelin stars per capita than almost anywhere in the Americas. Legendary neighborhoods. The Bay. The bridges. The fog. And an electricity in the air that you simply cannot manufacture.

This is the Golden Gateway.



"There is no other city in the world that does what San Francisco does."
San Francisco Travel Association







Come see what everyone is talking about.

"San Francisco is one of those cities that gets under your skin. There's nowhere quite like it on earth — the hills, the bay, the fog, the food, the energy. It's genuinely inspiring."

Conde Nast Traveler



"To eat in San Francisco is to understand what American cooking can be at its absolute best. The city punches well above its weight — and has done so for decades."

Michelin Guide

Word on the street.

@OnlyInSF
SF Travel Association's official account

@DanielLurieSF
Mayor Daniel Lurie's official account

@GrayLineSanFrancisco
City events, hidden gems, and natural wonders of SF

Hilton FOR THE STAY

San Francisco. Right now.

"It feels like a new day in San Francisco."

San Francisco Chamber of Commerce



Mayor Daniel Lurie

The numbers. The energy. The moment.

San Francisco is a city in full stride — safer, more vibrant, and more alive with possibility than it has been in a generation.

Our resurgence is data-driven and unmistakable. Crime at historic lows. Convention business booming. Airport traffic climbing. The city's major visitor districts are thriving, activated, and welcoming.



SFPD Chief Derrick Lew

45%
drop in homicides since 2019
(lowest in 60+ years)

22%
decline in violent crime in a single year (2025)

54%
decrease in car break-ins since 2019

73%
approval rating of Mayor Lurie

"San Francisco's comeback is real, it's measurable, and it's happening faster than anyone expected. The city is open for business — and then some."

San Francisco Business Times



Let's Go, San Francisco.

@DanielLurieSF
Mayor Daniel Lurie's official account







@OnlyInSF
SF Travel Association's official account







Hilton FOR THE STAY



The world's biggest moments live here.

San Francisco doesn't just host great events. It defines them.

- In February 2026, the Bay Area welcomed Super Bowl LX — one of the most-watched sporting events in human history — to Levi's Stadium.
- The JPMorgan Healthcare Conference, the world's most influential healthcare investment event, brings 10,000+ attendees to San Francisco every January.
- And in the summer of 2026, the Bay Area will host FIFA World Cup matches — welcoming billions of eyes and hundreds of thousands of visitors to the city.

Origin story.

"The Bay Area remains the undisputed global capital of technology innovation. For companies that want to be part of what's next, there is simply no better place to convene."

Forbes

They all started right here.









San Francisco is where the world's most iconic technology companies were born.

Salesforce. Databricks. Uber. Snowflake. The ideas that changed the modern economy didn't just happen anywhere — they happened here, in this city, in this culture, at the intersection of ambition and innovation that only San Francisco produces.

Some of the most consequential conversations in modern business have happened in our ballrooms and boardrooms. They grew here, gathered here, and changed the world from here.

When you bring your conference to our city and our hotels, you bring it to the place where it all began. It starts here.

Hilton FOR THE STAY


Hilton
RITZ CAMERA
PARC 55

The largest hotel complex on the West Coast.

Hilton San Francisco Union Square

- Largest Hotel on the West Coast
- Host up to 3,000 People
- 1,921 Guest Rooms, Including 151 Suites
- 134,500 Total Sq. Ft. of Event Space
- 30,000 Sq. Ft. Grand Ballroom
- Exhibition Halls and Ballrooms
- 73 Function Rooms
- 4 On-Site Dining Locations
- Cityscape is SF's Highest Sky Bar
- 24-Hour Event Service Team

Parc 55 San Francisco - A Hilton Hotel

- Host up to 500 People
- 1,024 Guest Rooms, Including 51 Suites
- 30,000 Total Sq. Ft. of Event Space
- 5,670 Sq. Ft. Cyril Magnin Ballroom
- 21 Event Rooms
- 2 On-Site Dining Locations
- Kin Khao - Michelin-Starred Restaurant
- 24-Hour Event Team

Together

- 100+ Years of Hospitality
- Shared Amenities
- Shared Event Planning Team
- Combined 94 Meeting Rooms
- Combined 164,500 Sq. Ft. of Event Space
- Combined 2,945 Guest Rooms & Suites
- Seamless Group Flexibility

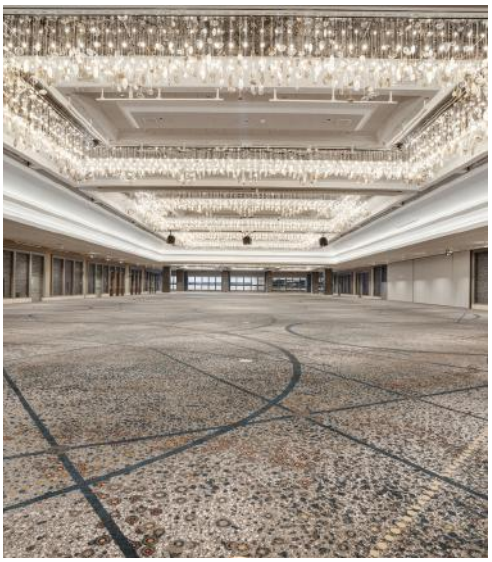


Built for the Biggest Events on the West Coast.

Hilton San Francisco Union Square is San Francisco's grand gathering place — the largest hotel on the West Coast and the city's most commanding event address. With 134,000 square feet of meeting and event space across 73 function rooms, from intimate Executive Conference Center boardrooms to the soaring Grand Ballroom, we deliver the scale, flexibility, and operational precision that today's most ambitious programs demand.

Cityscape Sky Bar on the 46th floor — San Francisco's highest — sets the scene for receptions and networking moments that no other venue in the city can replicate.

Walking distance from Moscone Center, steps from the Financial District and Union Square, and supported by on-site Certified Meeting Planners, professional A/V by Encore, award-winning catering, and an on-site FedEx office store, this is the hotel where San Francisco's most consequential events come together.



Hilton San Francisco
Union Square
HiltonSanFranciscoUnionSquare.com

333 O'Farrell Street
San Francisco, CA 94102
T: +1 (415) 771-1400
SFOFH-SalesADM@Hilton.com

It Matters Where You Stay.



Where City Energy Meets Event Excellence.

Parc 55 San Francisco delivers the intimacy and energy of a boutique hotel with the full capabilities of a Hilton convention property — and one differentiator that no competing hotel in San Francisco can claim: Michelin-starred dining, on-site, every night.

With 30,685 square feet of event space across 21 meeting rooms and three dedicated floors — including the Cyril Magnin Ballroom, the light-flooded Market Street Room with its signature windows, and the expansive Embarcadero Room — Parc 55 handles programs of every scale with personal attention and flawless execution.

One block from Powell Street Station, walking distance to Moscone Center, and adjacent to Hilton San Francisco Union Square with shared amenities including a rooftop pool and Cityscape Sky Bar, the hotel offers a location and a portfolio advantage that is genuinely unmatched.



Parc 55 San Francisco
- A Hilton Hotel
Parc55Hotel.com

55 Cyril Magnin Street
San Francisco, CA 94102
T: +1 (415) 392-8000
SFOSF-SalesADM@Hilton.com

It Matters Where You Stay.

Something extraordinary is on the way.

Our hotels are being reimagined from the ground up.
We have always been San Francisco's grand stage. Now we are raising the curtain on a transformation that matches the ambition of this city — and the expectations of the guests and planners who trust us with their most important moments.

Reimagined · Elevated · Coming Soon

Hilton
SAN FRANCISCO
UNION SQUARE

PARC 55
SAN FRANCISCO
A HILTON HOTEL

These are mood images only and may not reflect the actual design or layout of the final spaces.


Hilton
SAN FRANCISCO
UNION SQUARE
For the Stay™

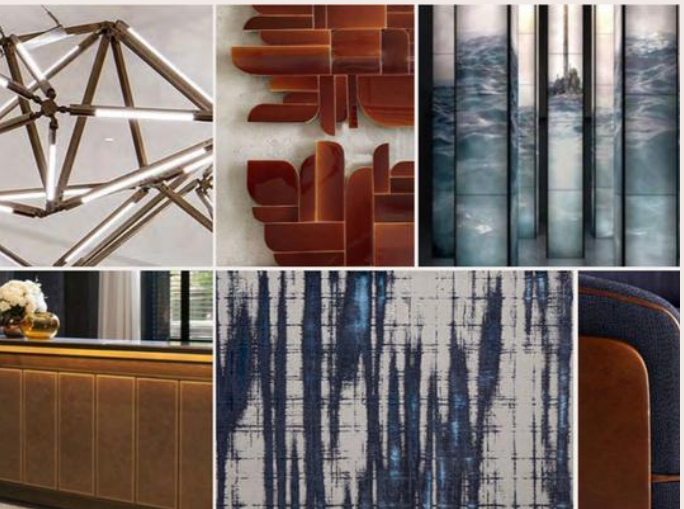
More grandeur for the grand stage.

Coming soon to Hilton San Francisco Union Square.

These are mood images only and may not reflect the actual design or layout of the final spaces.







Upscale New Guest Rooms.

Thoughtfully redesigned for today's traveler — refined finishes, intuitive technology, and the elevated comfort you expect from an iconic Hilton property.

Activated Public Spaces.

Flexible work-and-lounge furniture, cutting-edge technology integration, and beautifully functional public areas designed for the way people actually gather and work today.

Elevated Arrival Experience.

A transformed street presence and arrival sequence — because first impressions are the beginning of the story we tell together. Updated facade, redesigned entry, and a porte-cochère experience worthy of San Francisco's grandest hotel.

Hilton
SAN FRANCISCO
UNION SQUARE



Reimagined Restaurants.

New dining concepts that reflect San Francisco's world-class culinary culture — from morning coffee to evening cocktails, every outlet elevated.



Stunning Two-Story Sky Bar.

San Francisco's highest sky bar — already legendary — is about to become something even more extraordinary. Updated design, elevated service, unmatched views.



Resort-Style Rooftop Pool.

A resort-caliber pool experience at the center of one of the world's great cities. The ultimate end to a day of meetings — or the most memorable welcome reception your attendees have ever had.

More modern.
More vibrant.

Coming soon to Parc 55 San Francisco - A Hilton Hotel.

These are mood images only and may not reflect the actual design or layout of the final spaces.




Modern New Guest Rooms.

Completely reimagined for the modern traveler — clean contemporary design, smart technology, and a warmth that feels instantly personal.



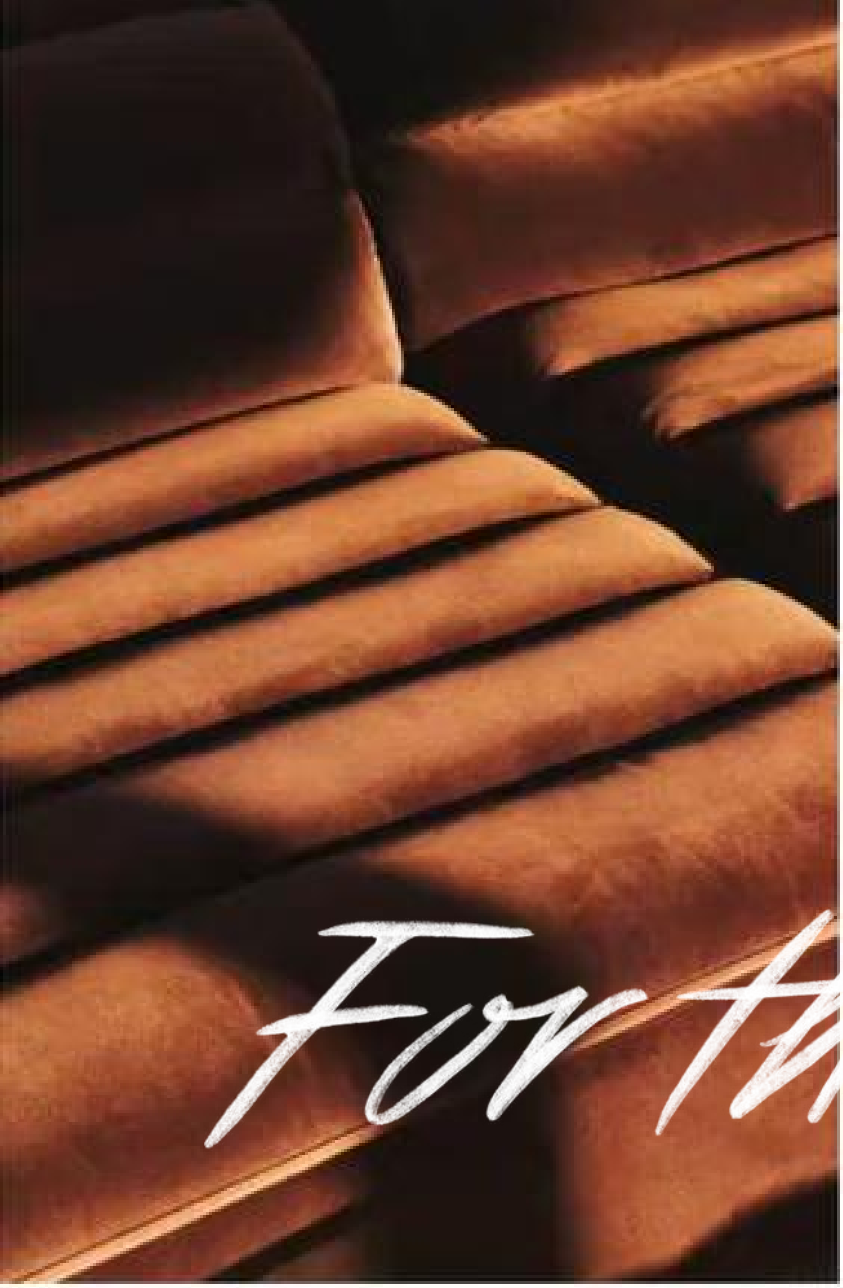

New Restaurant Concept.

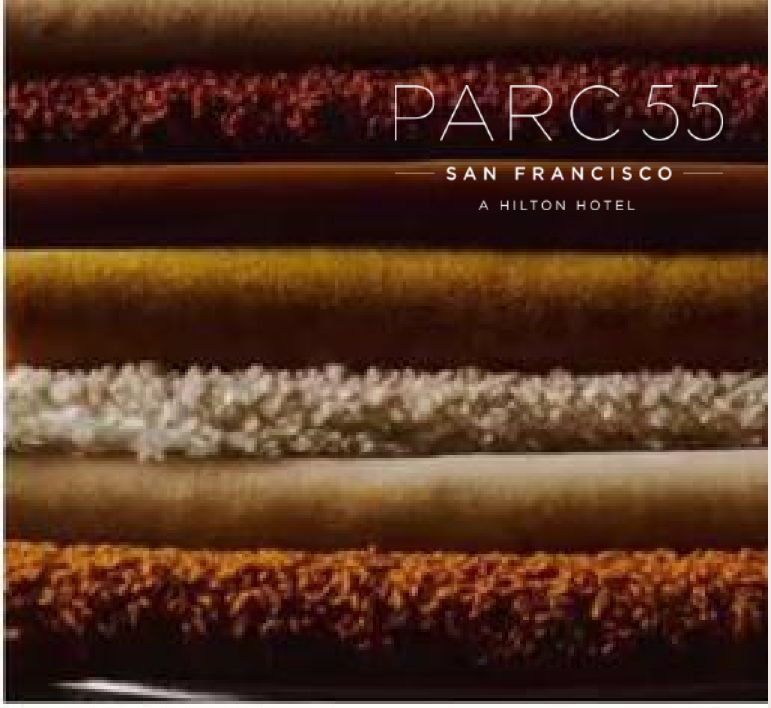
A bold, modern, upscale dining concept that reflects the creativity and energy of San Francisco's most exciting culinary moment.




Bold Arrival Experience.

A transformed street presence and arrival sequence that sets the tone from the first moment — because first impressions are the beginning of every great stay.





For the Stay™









San Francisco. It All Starts Here.

When it's time to gather at scale, there's one destination designed to deliver.

San Francisco is ready — more vibrant, more dynamic, and more alive with possibility than it has been in a generation. And at the center of it all, Hilton San Francisco Union Square and Parc 55 San Francisco stand ready to deliver: 164,685 square feet of event space, 94 function rooms, nearly 3,000 guest rooms, Michelin-starred dining, Cityscape Sky Bar, and more than 100 combined years of hospitality excellence trusted by the world's most respected organizations.

Two hotels. One address. One team. One century of getting it right.

Hilton San Francisco Union Square
HiltonSanFranciscoUnionSquare.com

333 O'Farrell Street
San Francisco, CA 94102
T: +1 (415) 771-1400
SFOFH-SalesADM@Hilton.com

Parc 55 San Francisco - A Hilton Hotel
Parc55Hotel.com

55 Cyril Magnin Street
San Francisco, CA 94102
T: +1 (415) 392-8000
SFOSF-SalesADM@Hilton.com